Future of Funding Series: Tips for a Successful Crowdfund Raise

This is the Investor Connect Crowdfunding Launch Program. I'm Hall T Martin, the host of the show, in which we take questions from startups and investors on crowdfunding topics.

I hope you enjoy this episode.

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Thank you for joining us for the Investor Connect Crowdfunding Launch Program where we help startups prepare for a fundraise.

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[00:44] Section 1: Introduction of Jonny Price

Hall Martin: Jonny, thank you for joining us today, glad to see you here with us. You're the VP of fundraising at Wefunder, and maybe you can tell us a little bit more about yourself and your company.

Jonny Price: Yeah, absolutely. Thanks for the invite, pleasure to be here. Yeah, I work for a company called Wefunder, I'm from the UK originally, and started my career in management consulting __________, then went to work for a nonprofit called kiva.org in San Francisco, founded their US team, we were doing crowdfunded micro loans for entrepreneurs, ran that team for seven years, and then in early 2018, joined Wefunder, and I've been running a growth team for the four years since then. And yeah, what Wefunder is all about is basically making it easier for startup founders to raise capital. We do that by enabling them to run a fundraising round with us, where they can, not just raise from accredited investors, angel investors, not just raise from institutions like VCs, but they can also raise from unaccredited investors, from their customers and community and their LinkedIn connections, and they can also publicly promote and market the fundraise. So normally, when you're fundraising, you're limited to kind of private solicitation of accredited investors, and so, what Wefunder is all about is using this thing called the internet, social media, and sending a marketing message out there or kind of send an email blast to thousands of people, you can put out a press release, you could go on a podcast or webinar like this one, so just trying to make it easier for funders to get the word out, so that it's easier for them to raise money.

Hall Martin: Great. So the title of this presentation is Tips for a Successful Crowdfunding Raise, so we're looking to pick your brain on what's going to be the best fit for it, and how can one be successful with it. So the first question is: what companies do well on crowdfunding?

Jonny Price: Well, honestly, a lot of companies, and we have a pretty eclectic group of companies on Wefunder. The minimum raise on the platform is 50k, the maximum is 5 million, actually, technically, you can raise even more than that. We've had some companies raise 9-10 million, even more. But generally, the range we say is 50k to 5 million, and so, that could be a coffee shop that's raising 70k for some renovations from the customer base locally, and it could be a very early stage startup that's basically doing a friends and family round in a more kind of streamlined and systematized way, and all the way through to a company that's doing a series B and raising $50 million, and they allocate 10% of that, $5 million, to their customers, as well as about 45 million from VCs. So it kind of spans the spectrum of stages of a startup, and then industry wise as well, as I mentioned, we're doing main street businesses, coffee shops, restaurants, breweries, and distilleries, and then we're doing tech startup, SaaS companies, consumer apps, biotech companies, we've had _________ raised on Wefunder. So it really is kind of many different types of companies can have success with us. I think the companies that are going to find it easiest to raise capital are, firstly, companies that obviously are good investment opportunities. So the faster your growth rate, the better, stronger your team, the better your products, etc., etc., the things that any investor will look for – obviously, if you're kind of more investable, you're going to do better on _________. And then, the second thing is around kind of the audience size, right? So if you're a consumer facing company with an audience of 50,000 people, then when you tell them, hey, we're live, you can invest in us, you can go from being a customer to being an owner of our company, and then, a lot of people, hopefully, will click on the link, and go and invest. So they have this built-in audience that they can market the campaign to. So you can see large consumer facing companies with big audiences are certainly the sweet spot, but as I mentioned earlier, we've also got many millions of dollars to very early stage B2B companies as well.

Hall Martin: What's the key to running a successful crowdfunding campaign, what are all those companies doing right that leads them to a good fundraise outcome?

J**onny Price:** Yeah, well, probably, yeah, the best, the most important thing is have a great company _________ easier said than done. It's not like you can just check that one off the to-do list. But, obviously, again, as with all fundraising _________ your company, the easier it's going to be to fundraise. Right? So with that aside, it's kind of a given, and what makes a great campaign, and, obviously, a great page where the _________ and it's not just kind of marketing polish, right, but you're also emphasizing the things that are going to grab investors' attention. So if you have an amazing team of PhDs from Harvard, then maybe you kind of emphasize that prominently on the campaign page. If you have a growth rate that's exploding, maybe you emphasize that. If you have a beautiful product, then, okay, let's have some product demos, maybe a loom video, a product demo, that's central to the pitch and the campaign page, but step one is like amazing campaign page, and then, step two, and setting the terms right, so what are you raising on the SAFE convertible note _________ what's the valuation, do you have a lead investor who's kind of investing meaningful amount and helping set the terms the other investors can look to them and say, okay, Hall's betting 50k on this 5 million SAFE note, okay, cool, I trust Hall, I'll follow his lead. So that's kind of investment structure, and then the fundraising plan, obviously, our team will help _________ put that together, but as with all fundraising, there's a lot of hustle involved, there's a lot of outreach to potential investors, a lot of meetings, a lot of phone calls, and one of the cool things about Wefunder is I think we can kind of help reduce the amount of that time, that's spent fundraising, because rather than regurgitating that same pitch over and over again, people will go to the website, watch the video, right, and hopefully, streamlining it, but still, if you want to raise a million dollars, generally, _________ and a lot of outreach, a lot of meetings. And so, putting together that plan, and then executing on the plan and hustling and you kind of, you get out what you put in. Right? So are you willing to send those emails, like, put out _________ as investors are coming in, engaging with them, trying to get them to share the campaign with their network. So we have very rich guides around what kind of fundraising tactics work well, but the general rule is, right, make the plan and then execute and hustle, and kind of the more momentum you can build up early in the campaign, trying to get that buzz going early, and then, you get that flywheel going _________.

Hall Martin: Great. So what companies don't do well on crowdfunding and why?

Jonny Price: I think probably the number one is companies that _________ investments. So yeah, if it's a tech company that's not growing at all, you're going to struggle to raise money from investors. Right? So then _________ a company if it's struggling to raise from investors, they might come to Wefunder and hope that the crowd investors will invest when they kind of, a regular angel investor wouldn't, and that's usually tough. I do think we can kind of push the edges, so one of the things we're trying to do at Wefunder is make it easier for _________ capital, but at the end of the day, you don't have an investable company, you're probably _________ that's probably the most important one. And then, secondly, kind of founders don't really want to put in the effort, so think that I would just go off on Wefunder and watch a half a million dollars roll in, and usually, you'd have got to put in the effort and the hustle. And again, you get out what you put in there.

[08:51] Section 2: What is the sweet spot for a fundraise amount?

Hall Martin:the question is: what is the sweet spot for a raise amount that you found to be most achievable?

Jonny Price: Yeah, average raise in Wefunder is about 400 grand, so the median is probably a little less than that, maybe 250-300 grand, so that's kind of the sweet spot. But obviously that varies massively between companies, so Mercury Bank just raised $5 million on Wefunder in a few hours, right? They raised a 120 million series B, and then raised an additional 5 million at the end just for their customers, they didn't want it promoted on Wefunder, they only wanted to let their customers invest, and when they shared it with their customers, they raised $5 million in a few hours. So I wouldn't kind of really see it as like the sweet spot on Wefunder, I would say, like, what's a good amount for your startup. But again, the range is 50k to 5 million and the average is 400k.

[09:46] Section 3: How much needs to be raised before the campaign goes public?

Hall Martin: The next one's a __________ but can you talk about the marketing of Wefunder campaign in terms of how much needs to be raised before the campaign can go public, and if it's not public, unsolicited, can you post it on LinkedIn, other social media platforms, since the people following you are first degree connections?

Jonny Price: Yeah, absolutely. So Wefunder has now raised about $400 million for startups since we were founded, and on average, about one-third of that is coming from existing Wefunder investors. So people that we promote your campaign to, and they made an investment last week, and then they come back and make another one, so they made investment last year, and they come back and make a fifth investment, sixth, etc. So one-third coming from people we bring, and then two-thirds coming from first time investors. Now, that is both angel investors that you're pitching or kind of your close, like, connections that you have strong relationships with that you're pitching. It also might be your customers or your kind of more peripheral LinkedIn connections. It also might be people that you don't necessarily know. But what Wefunder allows you to do by enabling you to market your campaign, you can get the word out to people that don't know you as the founder, have never heard of your company before, but if somehow, maybe one of your investors shares it on their LinkedIn, and so, now you're able to get the campaign in front of their network as well. And so, the point is that the two-thirds of first time investors on Wefunder isn't necessarily people in your first degree network, probably a lot of that is coming from people in your first degree network. The first 50k is entirely from first time investors on Wefunder. So we have hundreds of companies, and we have kind of our kind of bar to get exposure to our investors on our website is you get to 50k, and then, once you get to 50k, then we kind of put you in a list of companies publicly on the website. So the first 50k is all year, and, on average, you should expect to yeah, bring about two-thirds from first time investors and one-third coming from existing Wefunder investors. And then, the second part of that question, yeah, what's really good – so this is a little technical, but Wefunder uses an exemption called regulation crowdfunding, and normally startups raising through Regulation D. In Regulation D, you are limited to raising from accredited investors only, and usually, you're limited to privately soliciting investors that you have an existing relationship with. And with regulation crowdfunding, the two differences are, firstly, that you can raise from unaccredited investors as well as accredited investors; and then, secondly, you can publicly promote. And so, the really cool thing about regulation crowdfunding is, yeah, you can put it on LinkedIn, you can go on a webinar like this one, you can really market it, there are very few restrictions. You can't talk about the terms of the offering outside of the Wefunder platform, but everything else is kind of fair game. And so, that ability to market, the array is really powerful, and one of the main ways in which we would argue, we're really hoping to make it easier for founders to raise capital.

[12:56] Section 4: How effective are products and prizes for incentivizing funding?

Hall Martin: So how popular or effective is promising a donor investor a product or a prize, how well does that work?

Jonny Price: Yeah, so it's definitely an investor rather than a donor, so I think that's a difference from where I was before at Kiva or like a GoFundMe or Kickstarter or Indiegogo, that kind of thing. So this is like investment crowdfunding, so investors are looking for a return here. And so, the average Kickstarter pledge, for example is $80, the average Wefunder investment is $1000. So people are looking to make money, so definitely investors, and then, yeah, that being said, you can definitely offer perks to investors, right? So the main thing they're getting is, usually, equity in your company, but they can also get, like I invested in Chattanooga Football Club, which is a soccer club down in Chattanooga, this is another example of a different type of company that raised on Wefunder, I invested $125, and one of their perks was that they put my name on their soccer jersey in tiny font on their soccer jersey. Or if you're investing in a brewery, maybe you get a discount when you go in behind the bar, so, or a discount on the products. So there are different perks, and I think, like, how much, how determinant they are, or, how important they are for driving investment volume, obviously, depends on the perk, right? So there are some where the value of the perk is really significant, so maybe that's a huge driver of investment volume. There are others where it's a pretty small economic incentive, and so, it's probably a smaller, a smaller driver, and I'd say most companies on Wefunder probably are offering a perk, but you certainly don't have to. And, yeah, the focus is really on the investment opportunity.

[14:37] Section 5: What is the minimum investment on a Wefunder campaign?

Hall Martin: And what's the minimum an individual can invest in Wefunder, and can that be set?

Jonny Price: Yeah, so in an individual campaign, investors can invest between the minimum is usually $100, if you want to, as a founder, run in a campaign, you can set the minimum amount of $1000. But generally, the minimum is $100, and then from the investor perspective, everyone – the SEC sets investor limits on what people can invest – everyone can invest $2200 per year. And then, depending on your income and your wealth, there's a formula, I think, it's 5% of your income or wealth, whichever is the greater number. And so, you can invest that per year in all regulation, crowdfunding offerings. So yeah, and the average investment I mentioned is $1000, the median investment on Wefunder is $250, so pretty small investment amounts. One thing that's important to just point out is that we roll investors up to one line on the cap table, so from your perspective as a founder, logistically, it's pretty neat and simple. It's just one line on the cap table. The lead investor that you designate who typically is investing 5% of the round, so if you're raising 500k, hopefully, the lead investor's putting in at least 25k. But that lead investor is then voting for the shares of the individual investors. So again, it's kind of pretty straightforward and neat, in terms of administration for the founder.

Hall Martin: Great. Is the 50k required to come through Wefunder or can it be invested off platform?

Jonny Price: Yeah, with the 50k that we require to put your public on the site needs to come through Wefunder. If you've raised 50k, from, let's say, angel investors previously, and a Reg D, that's awesome, we can definitely count that towards the total. But in terms of kind of getting exposure to the Wefunder audience the 50k needs to come through there the Wefunder platform.

[16:36] Section 6: Is there special marketplace for ESG Investments?

Hall Martin: Is there a special or niche marketplace for ESG investments?

Jonny Price: So within Wefunder, or, I'm not sure if that's within Wefunder or another type of Wefunder equivalent platform that's _________ on ESG. If it's the second, I don't think so. If it's the first question, within Wefunder we have tags, so if you go to our Explore page wefunder.com/explore, you can look at biotech companies – I don't know if we have an ESG tag or a sustainability tag, but you can certainly search for companies that have tagged themselves with ESG. I'll try to do that as we continue our conversation here, let's see if I can quickly search and see if there's a link there. But one thing to point out on that note, Wefunder is a B Corp and a public benefit corporation, so if you go to wefunder.com/pbc, put the link in the chat here, you can read our public benefit corporation charter. And so, yeah, we're pretty big on kind of ESG and sustainability, etc.

[17:40] Section 7: What is the fee structure at Wefunder?

Hall Martin: So what is the fee structure for Wefunder?

Jonny Price: Yeah, so typically, the founders are paying a fixed fee of 7.5% of the amount raised. So if you raise a million dollars, we keep 75k, and send you 925k. We don't have any fixed fees to launch a campaign, and we don't have any other fees ever. So it's a very kind of clear and transparent pricing policy, so that's how we make money.

[18:12] Section 8: What deal structures can you use on Wefunder?

Hall Martin: So most of the equity or can they invest with SAFEs, convertible debt or other?

Jonny Price: Yeah, we have probably about 30% of the money is in priced rounds, straight equity price rounds, probably about 30% is in convertible notes, and then 30% is in SAFEs. And then, we also have 10% in straight debt deals, so either an interest rate with a fixed interest rate, or, we have this instrument called a revenue share, where I found companies are paying investors back in multiple on their investment as a percentage of their revenue, so maybe they pay 5% of revenue every quarter until they've paid off the 1.5x multiple on the loan. So different investment structures are definitely permitted. One thing we basically say is Wefunder shouldn't be the one deciding what the investment structure that you're raising on looks like, and you should be having that conversation with some of the early anchor investors that are going to come in. So obviously, if you're a tech startup, like, maybe you would love to do a loan with a 3% interest rate, that will be pretty cheap capital for you – raise money on a valuation of $500 million pre-revenue, that will be lovely, but obviously, no investor is going to invest in that. And so, that's where the role of a lead investor comes in, and kind of early conversations. And it's quite nice, where you can just have these conversations with investors, try to triangulate and figure out, okay, what are terms that are going to work for me and for investors, once we've kind of zeroed in on those. Then we put those up on Wefunder and put it up to the crowd.

[19:44] Section 9: How do you handle accredited investors?

Hall Martin: So how do accredited investors invest in Wefunder outside of Reg CF, is that possible?

Jonny Price: We're really focused on regulation crowdfunding, as opposed to Regulation D. We've had some regulation A plus offerings as well, which are also open to unaccredited investors. If a startup maxes out on the $5 million, which is the annual limit that a startup can raise using regulation crowdfunding, then we can open up a parallel Regulation D round, a 506C Regulation D round, which allows for public solicitation, and so, then accredited investors can keep investing in the Regulation D. And so that's where Immersed is an example of a company that there was 5 million in Reg CF, and then, I think, another 4 million from accredited investors in Regulation D. So sometimes if a company goes over the 5 million cap, we can open up Regulation D, but a vast majority of companies you see on Wefunder are within the $5 million regulation crowdfunding cap. And so, accredited investors can invest in Reg CF deals as well as unaccredited investors, about 50% of our investment volume on Wefunder is coming from accredited investors. But yeah, we do sometimes do some Regulation D as an overrun to the 5 million Reg CF.

[21:05] Section 10: How much time should one spend on preparing the campaign?

Hall Martin:-So how much time should they spend preparing their campaign before they launch on the platform?

Jonny Price: Yeah, that's also probably a little how long is a piece of string, it varies significantly from company to company, depending on a bunch of things, like, how kind of, in a rush is the founder, and how confident they are, etc. I would say, probably two weeks in terms of kind of figuring out the marketing plan, and the fundraising plan is a good amount of time, probably, if you're more conservative, it could be longer than that. The other thing to note here is that, I would always recommend starting in private, right? So you put together a campaign page, and you start to share it around with people, right? And you go to the people that are closest to you first, right, where you're going to have a really high _________ average. So my number one investor in Jonny's startup raising on Wefunder would be Jonny's mom, right? And so, she's going to have a 100%, like, guaranteed, she's going to invest in me. And so, you kind of go to people that are going to really invest, and have a high batting average. And then, over time, as you've kind of built the momentum and got a number of investors to come from your close network, then, and usually, I spoke about a third of the round, so if you're looking at raising 600k, I think, like, best practice is, ideally, you're waiting till you've got to 200k from kind of your own outreach before you then do the big public Big Bang launch and marketing push; you don't have to follow that framework, but I think best practice would be to get a third of the way there in private, and then push it. Obviously, the more you've raised in private, and that goes the same for the Wefunder investor push as well, the first time our investor base, we have over a million registered users now, the first time they see you, you want to have raised as much as possible. The first time our investor base sees you, you've raised $51,000, they're going to be a lot less interested to double click and watch the video and then invest, than if the first time they've seen you, you've raised $500,000. So I think the longer you can wait to do that public pressure, obviously, it's a tension, right, because sometimes you need the marketing push in order to get the campaign going. But the longer you can try to wait and push it from your own network before the big marketing push, I think the better results you'll see from the first impression you get.

[23:30] Section 11: Does Wefunder require exclusivity to a fundraise campaign?

Hall Martin: So another question from the audience, to confirm what I thought I heard, there is no exclusive, right, that is, we can use Wefunder and other means if we choose, we have an ongoing round with low six figures already in, how can we leverage this to optimize our exposure, validation, etc.?

Jonny Price: Yeah, that's right. There's definitely no exclusivity, I think, you can either in series or parallel, so you can, if you've been raising from angels or friends and family rounds, what I would generally recommend, I'm slightly self-interested here, but I also think this is in the best interest of founders is kind of, basically, say, okay, we're closing that down, and now going forward, we're directing our fundraising efforts to this Wefunder page, one, because I genuinely think that's going to be a more easy way for you to raise money, more streamlined, kind of, less headache for you, _________ cap table, etc. But also, because the more you can concentrate the dollars in one place, and it's just good, right, because it's contributing to the number on the platform, and we have an algorithm where we're looking at investment velocity through Wefunder. So the more investment velocity you have, you're going to kind of take up in our rankings, so there's some definite advantages to bringing that money in through Wefunder. You don't have to, you can keep raising from accredited investors in a regulation D 506C side by side with Wefunder if you want to. One thing to note there on the fees, if you bring an investment of $25,000 or more, then we actually waive the 7.5% fee on that investment. Otherwise, it's like, well, why am I paying Wefunder 3.5 grand on this 50k check, I'll just take that myself. So hence, we waive the 7.5% fee on larger investments, so there's kind of less of a reason for you to kind of keep the two raises going in parallel.

[25:27] Section 12: How long does the average campaign take?

Hall Martin: How long do most campaigns run, what's the average?

Jonny Price: Probably three months or so, three or four months, something like that. There's no upper limit, so if you want to keep it going, you can. And yeah, sometimes, like I mentioned, it's millions of dollars in a day. But the average is about three months.

[25:52] Section 13: What should one do before launching a campaign?

Hall Martin: What's the most important thing one should do before launching the campaign, what's the critical factor there that you think some people miss?

Jonny Price: I think getting the investment terms rights is critical, and then, because I've seen many founders, where they just launch a valuation that's too high, and then, they're kind of shooting themselves in the foot, and then, I think, marketing wise, I think the most common mistake, I think I see is trying to go with the Facebook approach, and the mass marketing approach, before you've kind of got your own people in. Right? So it's like, you got to start with people that you know, and that are close to you, and what's cool about Wefunder is we enable you to raise from everyone in your network, not just accredited investors, but it's kind of like, how can you expect a stranger to invest in you, if you can't even get people in your network to invest in you, people that hopefully trust you based on years of knowing you. And so, and obviously, sometimes founders, if it's a recent immigrant, they might not have people in their network. And so, we can certainly help to overcome these challenges. Yes, you can have international investors invest as well, but, generally speaking, yeah, it's like working your own network first, putting in the grind, doing the outreach, taking those meetings, calls, etc. And then, as you're starting to build momentum over there, then opening it up more broadly.

[27:23] Section 14: What should one do while running the campaign.

Hall Martin: So what should you be doing while you're running a campaign after its launch and out there, what should you do at that point to keep it going?

Jonny Price: Yeah, that's a challenge, certainly, one thing you see with a lot of Wefunder campaigns is kind of a spike at the start, and then there's a deadline at the end of the campaign, and we have like a seconds taking down the website, which is a UI thing to drive urgency on the part of investors. And there's kind of a plateau in the middle, so how do you keep that momentum going in the middle is challenging. And that's where I think the hustle comes in, so keeping on outreaching to more investors, and maybe by this stage of the campaign, you've already done the outreach to your own network, so maybe now you're reaching out to potential investors on LinkedIn, or you're experimenting with different marketing channels, maybe you're reaching out to podcasts or influencers to see that they will help market the campaign. One tactic that I think is very, very effective is kind of invest _________. So basically, trying to leverage your investor, so hopefully, by this point in the campaign, you have a few hundred investors, and you're trying to go from a few hundred to a thousand, and if you can turn your 100, the first 200-300 investors into your marketing team, then that's phenomenally powerful. Right? We haven't even talked about this yet, but I always say there's kind of two value propositions to founders of using Wefunder to raise capital, the first is we help you raise more money more quickly, and if maybe if you're struggling to raise from conventional investors, we can help you get there. So it's the money point, which is pretty important, but the Mercury example I gave, some more and more companies that we're seeing now, startups, they don't need the money, like, this isn't about the money for them, this is about recruiting an army of brand ambassadors and champions, and literally, owners of your startup who are financially incentivized now to help you grow and win. So if you're hiring for a software engineer, they can share that job description with their network, or if you're trying to get your CPG products on the shelves of Whole Foods, then they maybe someone in your investor base knows a buyer at Whole Foods or is a buyer at Whole Foods. And then with respect to what I was just talking about, these 2 or 300 people, they're incentivized to help you win, what you need to help you win right now is to run a great Wefunder campaign, raise the money, get back to running the business, so that then they're incentivized to help you spread the word about their campaign, and it kind of makes them look cool on their LinkedIn, if they're sharing, hey, I'm an angel investor and you know this company, and so, hopefully, it's a pretty easy ask to say, I would love for you to share this LinkedIn post, or share this video that we made of our pitch deck, whatever the marketing collateral is. And so, trying to leverage investors as they come in, and maybe every time, every week, when you have new investors come in, sending an email from the founder, hey, thanks so much for investing in us, this is two or three ways you can help us right now, we'd love to stay in touch, build a relationship, thanks for believing in us, kind of building that relationship, that community, and then ultimately leveraging them to help you get the word out.

[30:31] Section 15: What regulatory changes are coming up?

Hall Martin:what new things are coming up from Wefunder in 2022, what should we be looking for?

Jonny Price: Yeah, so we're really excited, honestly, just kind of continuing the growth, so we've seen a lot of growth over the last year, the SEC made some rule changes to regulation crowdfunding in March 2021, where they increased the cap from 1 million to 5 million, and then allowed us to roll investors to one line on the cap table using an SPV. So that's driven a lot of growth for us, and we're just trying to kind of keep that growth going in 2022. We have a lot of very, very high quality companies in the pipeline, that we're really, really excited about companies like Mercury, or, Levels is another one, where it's kind of like raised millions of dollars in a day kind of thing. And so, we just think this just bodes very well for the future of Wefunder and the whole industry at large.

Hall Martin: Are there any regulatory changes that are brewing that might come up in the near future?

Jonny Price: No, I don't think so. The SEC, kind of, always exploring accreditation laws and whether it might be easier for investors to become accredited, but I think probably the big changes to regulation crowdfunding we enjoyed in March of last year, and so, it'll probably be a while before there are any additional updates, but two years ago, it was a million dollars that you could raise per year. Now, it's 5 million, so it was a huge step up, and so, yeah, we were really delighted with those changes.

Hall Martin: Jonny, what's the best way for people to contact you or Wefunder?

Jonny Price: Yeah, so I'll put my email in here, jonny@wefunder.com, there's no H in Jonny. You can find me on LinkedIn very easily, at Twitter, and @JonnyCPrice, mostly tweeting pictures of me and my three-year-old son building Lego buildings, while I was in house arrest with COVID in Abu Dhabi over the holidays, which is an interesting start to the year. But sometimes tweet about Wefunder and investment and crowdfunding stuff as well. But yeah, those are probably the best few places, and then, if you are a founder, obviously, feel free to email me, and I can have someone on my team reach out. wefunder.com/raise is also a great place to get more info. And I saw someone else had mentioned in our FAQs, they found an answer to a question, so our FAQ Wefunder right at the top of the page, really, really good information as well. So yeah, I hope there's some founders out there that might be interested in raising capital with us.

[32:56] Section 16: How to avoid over-valuation in a SAFE note?

Hall Martin: We have one more question come in, more technical – any advice about how to launch a new company to avoid overvaluation while going through a SAFE note?

Jonny Price: Yeah, so I think, I mean, really, the valuation that you're raising on is your own kind of prerogative, you, as the founder, you're kind of the one that gets to set the valuation cap on the SAFE. And so, I would just recommend working with investors that know what they're doing, that you trust, they can help you kind of set the terms, and that will kind of ensure that I think the bigger risk for a founder is that you undervalue the company and you actually could have diluted yourself less by raising on a higher valuation. And so, yeah, talk to experts like Hall, and talk to investors who can help arrive at terms and investment structure that works. And obviously, we on the Wefunder team can help you think through that as well.

Jonny Price: Yeah, the only other thing I'd say is, we're talking here mostly about the founder side, right, and potentially raising capital for your startup on Wefunder. The other really, really cool thing, we're trying to democratize angel investing, right? Anyone can be an angel investor now, you don't have to be a millionaire, you don't have to have $25,000 to write a check. Anyone can be an angel investor for $100 on Wefunder. So we have hundreds of startups go to wefunder.com, check them out, and you can become an angel investor in a few minutes for a 100 bucks, and give it a whirl. So also, yeah, if you're interested in raising capital with us, probably a really good idea to kind of give it a spin on the investor side to kind of go through the checkout flow. So yeah, become an investor as well as, hopefully, we can help you raise some capital.

Hall Martin: Thanks so much for joining us. Thanks Jonny.

Jonny Price: Thanks. Bye, guys.